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1923

# ORIGINATORS OF WORLD'S FINEST ASTERS

JAN 6 1923  
ST. LOUIS, MO.

J. K. RUGOWSKI SEED CO.

Manitowoc, Wisconsin

## Here is Our Claim—Read it!

Aster and Gladiolus are our specialty, dating back to 1907 when Mr. Rugowski began the breeding of Flowers and Vegetables. He has devoted all of his time to this work and has made a wonderful success. His motto: Work, Wait and Win, has accomplished what we are offering to you. It has taken many years of labor and patience to produce such wonderful strains of Flowers that all lovers are looking for, the Asters and Gladiolus.

You may say everything sounds good on paper because everybody claims to have the best, well that may be true, but, has your dealer proven so? We have, and are going to show you that if such facts can be shown there can be no doubt about it. Here is some proof, not by any individual, but by experts that know the merits of a flower, from all parts of the Country.

Shown at Manitowoc County Fair six years in succession, winning all 1st Prizes, in all classes.

Shown at Wisconsin State Fair, 1920-1921-1922. Three years in succession, winning all 1st Prizes, in all classes.

Shown at Des Moines, Iowa, Wausau, Wis., Plymouth, Wis., where we won all 1st Prizes, in all classes.

Shown at Annual Meeting, Wisconsin State Florists Association receiving an endorsement as the most meritorious flowers ever seen. Meritorious Pink Aster derived its name through this endorsement.

Shown at Commercial Flower Growers of Chicago, September 17th, 1920. A perfect vase of Meritorious Pink Asters which scored.

Color 25; Size 40; Stem 15; Substance 10; Total 90 points. This is also what it says: Mr. Rugowski is doing some wonderful work in improving Asters and deserves all possible assistance and encouragement from our organization. (Great improvements were made since that date). Signed: H. Jepsen, H. Wehrmann.

Shown again at Chicago, this time with the Chicago Florist Club, where we received Three Certificates of Merit. On Meritorious Pink, Manitowoc Rose, and an unnamed seedling known as Royalty. The exhibit was staged Sept. 8th, 1921

Shown in 1920-1921-1922, at National Conventions of A. S. F. O. H. at Cleveland, Ohio, Washington, D. C. and Kansas City, Mo. Anybody who visited these conventions will frankly tell you that such blooms were never shown before.

We will show our blooms again in 1923, at Hartford, Conn.

You can grow them as well as we do. But you must have the strain and culture, we can furnish both. We sell the seed, and give you the culture free.

Another fact why our strains are imperial. We have challenged every grower of Asters to show their strains against ours in 1921-1922, but none responded. What Aster grower is willing to claim growing the World's Finest Asters. We have it now, you can have it, if you prove it, take up our challenge this season.

## ORDER TODAY—TOMORROW NEVER COMES!

### WE GROW 30 ACRES OF SEEDS AND BULBS

All Aster Seeds Listed are Mr. Rugowski's Own Origination, Except Queen of the Market Varieties.

### WE ALWAYS SHOW BEFORE WE OFFER

You will find what you want. Important! Read it all!

#### ROYALTY

The bloom of this strain will average 4 in. across with positively no sign of a center at any time. Its color is a dark pink, long straight stem, extra good shipper and keeper, at least ten good marketable blooms to each plant; stems 16 to 20 in. long. Extra early, comes in right after Queen of the Market. Exact shape of a Chrysanthemum.

This Aster awarded Certificate of Merit, September 8th, 1921, at Chicago Ill.

Price per package 50c; Large package \$1.00; Ounce \$25.00

#### RUGOWSKI'S WHITE BEAUTY

This is the fullest white Aster ever seen or grown by any body. It is actually double crowned, blooms average about 3½ inches across, very full, no center. This is also a good commercial variety, stems average 14 to 18 inches. This strain requires extra rich soil, well balanced in all plant foods. It is mid-season.

Price per package 50c; Large package \$1.00; Ounce \$15.00

#### PON PON WHITE

The shape of this Aster is similar to Rugowski's White Beauty. It is extra early, all blooms come on singular stems without any laterals, at least 8 to 10 good cutters to each plant, long before any midseason variety comes in. This should prove to be a money maker if you grow on a large scale. Plant stands up good on account of its strong stem. Dwarf growth.

Price per package 50c; Large package \$1.00; Ounce \$15.00

ALL THE ABOVE SIX LARGE SIZE PACKAGES ON THIS PAGE \$5.00; ONE OF EACH.  
GROW THESE, AND SHOW THEM AT HARDFORD, CONN. NEXT AUGUST, WE WILL.

#### MERITORIOUS PINK

Meritorious Pink Aster is a tall branching variety with very long straight stems, color is a fine flesh pink, there is no other Aster that could ever duplicate it for size and beauty. Wherever shown it has always captured 1st Prize. Awarded Certificate of Merit at Chicago, September 8th, 1921. Good cutter and good shipper. Long stems. Best commercial variety in mid-season.

Price per package 25c; Large package 50c; Ounce \$8.00

#### PIN MANITOWOC

This Aster has very fine long petals, blooms often measure 5 to 6 inches in diameter. One of the best keepers that we have put on the market. In a few years it will lead them all on account of its good keeping quality. Average weather cannot damage it in the field. Good branching blooms spread well, long season for cutting. Color, flesh pink.

Price per package 50c; Large package \$1.00; Ounce \$25.00

#### ROSE MANITOWOC

Rose Manitowoc has the very same habits as Pink Manitowoc, the keeping quality cannot be duplicated by any other strain of Asters. The size is simply something wonderful. A Certificate of Merit was awarded to us on this Aster by the Chicago Florist Club, September 8th, 1921 at Chicago. This Aster is also a poor seed producer, therefore we are only able to offer it in packages.

Price per package \$1.00; Six packages \$5.00  
All full size seed packages contain 250 seeds or over

#### IMP. MERITORIOUS PINK (New)

This Aster was the choice of everybody that has seen it on our various exhibits the past season. Color is flesh pink, same as Meritorious Pink but just again as full, the stock is also somewhat stronger. Blooms are extra good keepers and shippers. It is a poor seed producer on account of its fullness. At least 12 to 14 good blooms can be cut from one plant with stems 18 to 24 inches long, all depending upon the soil.

Price per package \$1.00; Six packages \$5.00

#### PINK MASTERPIECE

This Aster is of the same breeding as the Manitowoc strain. It is a very fine flesh pink, petals very fine, extra full flower, no sign of a center, Dwarf habit, blooms on sprays from 5 to 7 on each spray. A single plant will produce 50 to 60 good size blooms. Good keeper. Not recommended for shipping. Extra good for borders.

Price per package 25c; Large package 50c; Ounce \$8.00



## ROSE PINK DESIGNER

This Aster is very full, Dwarf habit, color rose to pink. There is no other Aster that can be grown to a better advantage than the Designer. It is no good as a commercial variety on account of its short stems, but where blooms are used in design work.

Price per package 25c; Large package 50c; Ounce \$8.00

## DWARF AMERICAN BEAUTY

This Aster is a great improvement over the old American Beauty. Very full blooms, long straight stems, average 14 to 18 inches. At least 10 to 12 good marketable blooms can be cut from each plant and still enough blooms left for bouquet purposes. Single plants have produced as high as 40 blooms from 3 to 4 inches in diameter. Good shipper.

Price per package 25c; Large package 50c; Ounce \$8.00

## 2 FT. BEAUTY

This Aster is similar in color and shape as Dwarf American Beauty. Very full, tall growth, over 2½ feet, very strong grower and very long straight stems. Blooms average from 3 to 5 inches across. Very good shipper. Late bloomer. Where beauty colors take, this one is a money maker. Seed very limited, packages only

Price per package 50c; large package \$1.00; 6 packages \$5.00

## RED FEATHER

This Aster is of a single type. It has its lovers same as the single Dalia. It is a dark red or crimson. Single but shows very little center. Blooms measure 4 to 7 inches in diameter. Very good keeper. Poor shipper. But for private use it has many lovers

Price per package 25c; large package 50c.

## RED HONOR

This is one of the best Asters we ever produced. But it has its fault. The blooms are so heavy that they turn down almost to the ground on account of their weight. In case of heavy rains very few blooms are fit for market. Very early bloomer. It is also a very poor seed producer on account of its fullness. Our crop is very short so we have only a small amount to offer in single packages.

Only one package to a customer. Price \$1.00.

## FULL CROWN BEAUTY

This Aster was developed by Mr. Rugowski several years ago but was not offered for sale on account of its seed producing. The blooms are so full that you would wonder how seed could develop. We have some this season but only a limited supply. It is a good cutter. Free bloomer, midseason.

Price per package 50c; large package \$1.00

## PURE HONOR (White)

This Aster was Mr. Rugowski's first origination and was offered to the public in 1919 at a price of 3c per seed. We have had trouble in ripening this variety, especially last season, and can only offer it in package form. Crop failure was the cause, altho we had a large planting. This Aster has caused a sensation all over the world.

Price per package 50c; large package \$1.00.

## OPEN BEAUTY (White)

This Aster was offered for sale by us for the first time in 1922. We have a good supply of it now and will grow it hereafter. It is good cutter and shipper. Petals are as strong as bristles. Late bloomer, branching habit. One of the best late whites for commercial purposes.

Price per package 25c; large package 50c; ounce \$5.00

## PURITY (White)

This Aster is yet to be studied upon. We have been growing the past four years and have results but not up to our expectations. It resembles Pure Honor but has a stronger stock and stem and therefore makes a good shipper. Seed of this strain will always be scarce. We have a limited supply to offer this season.

Price per package 50c; large package \$1.00.

## WHITE MANITOWOC

This is the largest white Aster ever seen. Blooms measure from 4 to 6 inches across. Very full, long stems. Not recommended for shipping. Blooms of this strain will bring good prices in any market. Long cutting season.

Price per package 25c; large package 50c; ounce \$8.00.

## WHITE ELK

Good branching variety. Same size blooms as White Manitowoc. Very good for bouquets. Long stems. Keep up well in all kinds of weather. Not a good shipper.

Price per package 25c; large package 50c; ounce \$8.00

## COMPACT WHITE

This strain was developed by us some years ago. It is being offered for the first time. Compact White is very solid, in fact that is how it got its name. The petals are very solid, positively no sign of a center. Extra good commercial variety, free bloomer. 85% purity, balance other colors. If you want a solid aster try this one.

Price per package 25c; large package 50c; ounce \$8.00

## COMPACT PURPLE

This strain is the most compact variety that we have. Good solid color, very strong grower, same shape as Compact White. We have a very small quantity to offer in one size packages only. Get a start on this one and grow it on a large scale next year.

Price per package only \$1.00

## PURPLE HONOR 80%

Purple Honor 80% is an all purple variety but the strain does not run true to shape. Some blooms have different shaped petals. Stocks all grow the same height, in fact there is no difference only when the blooms are opened. It is the best purple in the shaggy variety.

Price per package 50c; large package \$1.00.

## PURPLE HONOR

Purple Honor was offered for sale last season in original packages at \$1.00 per package. We sold all that we had because those who saw it at our exhibits ordered large quantities. We are again nearly sold out. This is the finest purple Aster ever produced. Of course we do not recommend it as a shipper.

Price per package 50c; large package \$1.00. -

## GIANT PURPLE BEAUTY

Giant Purple Beauty derived its name from its size. The shape of the blooms are just like a Chrysanthemum. Stems 18 to 20 inches long, very few laterals, at least 10 to 12 good blooms can be cut from each plant for market purposes. This is a money maker for the grower who does shipping. Good keeper, dwarf habit.

Price per package 50c; large package \$1.00.

## PURPLE BEAUTY

The color and shape are the same as Giant Purple Beauty or Dwarf American Beauty. Not as large as the Giant. It is also of dwarf habit. Good cutter. Good shipper. Very hairy strong stems, extra full blooms.

Price per package 25c; large package 50c; ounce \$8.00.

## LAVENDER MASTERPIECE

This Aster is extra large. Good lavender color, dwarf habit. Extra early. It is the same shape as Pink Masterpiece, but two or three weeks earlier. As a shipper we do not recommend it. Petals are soft and cannot stand a great deal of heat, but for home use or garden here is an Aster that everybody should grow.

Price per package 25c; large package 50c; ounce \$8.00.

## NATIONAL LAVENDER

This will lead all lavender asters in another few years. It is an upright grower. One single stem will produce a whole bouquet. At least 5 good sized blooms form one beside the other all at the same height. Blooms are very full, petals very fine, no center, resembles a flat pin cushion. At least 4 to 5 inch blooms. A single plant will produce 40 to 50 blooms.

Price per package of 125 seeds \$1.00 only. -

## LAVENDER BEAUTY

We have a good lavender Branching Beauty that is worth while planting on a large scale for those who ship long distances or who grow blooms for the market in any form. It is mid-season, grown from extra selected stock. We can supply this in any amount, as it is the only good seed producer we have.

Price per package 25c; ounce \$4.00.

## MIXED ASTERS

### HONOR MIXED

This mixture consists of all colors of the Honor Type. Where Asters are grown on a large scale for plant trade this mixture will bring many new customers next season.

Price per package 25c; large package 50c; ounce \$8.00

We get 50c per dozen for plants of this mixture.

### MANITOWOC MIXTURE

This mixture consists of a new breeding. Some of the most wonderful colors and sizes we ever saw. Our intention was to destroy the surplus until we had each color well established, but it seemed to good so we are offering it in package form and where a good mixture is wanted.

Price per package 50c; large package \$1.00.

### BEAUTY MIXED

All the colors of this mixture are extra good as well as the strain that we developed. We have a good supply of this variety. Truckers and gardeners should grow these for the plant trade.

Price per large package 25c; ounce \$3.00.

### MASTERPIECE MIXED

This mixture consists of all Masterpiece colors. Where color is no object this mixture will please the best fancier.

Price per package 25c; ounce \$6.00.



### COMPACT MIXTURE

Compact mixture will, without a doubt, please anybody who likes a solid bloom. All colors of this strain are in this mixture.

Price per package 25c; large package 50c; ounce \$8.00.

### CHOICE MIXTURE

This mixture consists of all varieties, colors and strains. No distinct color, shape or type. Market gardeners growing plants on a large scale should try this one. We have a goodly quantity of this mixture at all times.

Price per ounce \$1.00; per pound \$12.00.

### PANSIES, NEW GIANT FRILLED

Crop very short. We have but a very limited amount to offer in packages only.

Price per package of 250 seeds 50c; 750 seeds \$1.00.

While we guarantee that all our seeds, plants and bulbs will grow and produce good crops when planted under favorable conditions, we give no warranty expressed or implied, as to the description, quality productiveness of any goods we sell, nor will we be responsible for the crops. The purchaser must, therefore, accept goods ordered from us under these terms, or no sale is made.

### QUEEN OF THE MARKET, EARLY

	PKG.	LGE PKG.	OZ.
Rose Queen of the Market .....	.10	.25	\$2.50
Crimson Queen of the Market .....	.10	.25	2.50
White Queen of the Market .....	.10	.25	2.50
Blue Queen of the Market .....	.10	.25	2.50
Lavender Queen of the Market .....	.10	.25	2.50
Mixed Queen of the Market .....	.10	.20	2.00

For prices refer to this list.

### EARLIEST PRODUCER TOMATO

Earliest Producer Tomato is the best and most productive tomato ever put on the market. It's quality cannot be duplicated as to flavor, shape and color. Those who have grown it the past four years would want no other kind. Prices this year are normal. It will pay the big grower to put in a large acreage.

Price per package 10c; per ounce 40c per pound \$4.00

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## A Reason Why?

Most strains of Asters that we are offering are very poor seed producers on account of their fullness. If we were to grow Asters that are subject to open centers, we would have no difficulty in ripening up any amount of seed. We could not claim to be growing the finest Asters in the World. Our price is as low as we can make it. Quality and Quantity are two different things. One good plant of Asters is worth a dozen poor ones. The difference is twelve times the work and space of valuable land.

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## Very Special for 1924. Read it!

### NATIONAL PINK ASTER

I am ready to tell all lovers of Asters that I am not quite ready to give up developing still better strains of Asters as what I have produced. I have this announcement to make personally right now, that I have under way several strains that will surprise the best experts on the globe. One of them is National Pink, which if it will run true to color will be my greatest Aster that I ever produced. One single Plant, the past season which stood 2 ft. 8 inches tall, had 70 blooms 3 to 5 inches in diameter, over one-half of them with stems 16 to 24 inches long. A flesh pink like Meritorious Pink. A good keeper and very strong healthy grower. Also a good seed producer. I received over 2500 seeds from this one plant.

Seed Houses willing to list this Aster in 1924. We will mail you samples when in bloom, and will also furnish you with cuts or photos.

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## Personal Talk About Asters

How is it that you can grow such wonderful Asters Mr. Rugowski? I could never do it. I used to grow just wonderful Asters years ago, but I can't grow them any more. In the first place they get the yellows and then the stem rot, etc.

This is the kind of talk I have heard from people I have met at the various conventions from time to time. But this has not discouraged me from breeding finer Asters year after year, neither did it discourage me because others have had failures.

I have had those same troubles for some time but I soon found out why Asters get the yellows, also why they stem rot. I love the Aster. I studied its habits and found out that these dreaded diseases could be overcome. This is all positively overcome by following my advice "How To Grow Asters" Successfully, which is given Free with every purchase of our Aster Seed. Very little extra care or special soil is required. Asters can be grown on almost any kind of soil successfully. We have light sandy soil, heavy loam, muck, and even clay soil, and we always grow good Asters. The past two seasons we have not seen a stem rotted plant on a ten acre patch. There must be a reason! We have cut the yellows down to 99½% and in another few years I will personally guarantee all of our Aster seed to be free from yellows. Yellows is only transferred through diseased seed, which was harvested from such a plant.

Try my advice and grow Good Asters. Let us all join in and grow the Aster without fear. Of course we must.  
**WORK, WAIT and WIN.**

**J. K. RUGOWSKI.**



# GLADIOLUS BULBS

**Order Today—Tomorrow Never Comes**

Our Gladiolus Bulbs are grown by us. Very few flowers are cut for market. We grow bulbs to produce blooms. The stock we have is extra young, no bulbs over three years old. True to name, "Purity" is our motto, 99% Purity.

The price in this list should be of interest to you, especially if you wish to start on a large scale. If you are in the market, get busy and order what you need, they will not last long at the prices we are quoting. We are obliged to make room for our Novelties, some of which will be offered for sale in 1924. Let us put you on our mailing list.

## The following Prices are quoted per 1000 lots

	1st Size 1½ to 2	2nd Size 1¼ to 1½	3rd Size 1 to 1¼	4th Size ¾ to 1	5th Size ½ to ¾	6th Size ½ and under	Bulblets
America -----	\$14.00	\$11.00	\$ 7.00	\$ 4.50	\$ 3.00	\$ 2.00	40c Qt.
Mrs. Francis King -----	15.00	12.00	8.00	5.00	4.00	3.00	40 Qt.
Mrs. Fr. Pendleton -----		25.00	20.00	15.00	10.00	5.00	50 M.
Niagara -----		22.00	17.00	10.00	7.00	4.00	50 M.
Panama -----		18.00	15.00	10.00	7.00	4.00	40 M.
Schwaben -----		22.00	17.00	10.00	7.00	4.50	50 M.
War -----		30.00	25.00	20.00	15.00	8.00	60 M.
Mixture -----	12.00	10.00	6.00	4.00	3.00	2.00	\$2.00 Pk.

**Special price for output of 250,000 Americas one inch and under, and 20 bu. of Bulblets.**

The above prices are for cash with order in 1000 lots or over. Where more than one variety is ordered they will be filled at 1000 rates, but not less than 250 of one variety. Make first and second choice. We are bound to clean the above stock in a hurry.

Mr. Rugowski, who is internationally known as a breeder of the World's Finest Asters, has also the distinction of producing the World's Finest Gladiolus, some of which he is offering to the highest bidder.

## SPECIAL OFFER

We are offering a few of our very best Novelties to those who wish to have complete control of a good strain of Gladiolus. They should make a fortune for the person who can afford them. They are still unnamed and are known by numbers only.

We will offer three of these, with all Bulblets to the highest bidder. A full description of each variety given below.

Each bidder must specify or bid on each variety separately. A certified check to the amount of 5% must accompany each bid. We reserve the right to accept or reject any or all bids. All bids must be in by March 1st 1923, on which day they will be opened.

When sending in your bids be sure to send them by registered mail, and have the word "Bid" appear on the envelope, so that it can be distinguished from other mail.

### OFFER NO. 1

#### Schwaben Seedling No. 26

##### Description

Golden Pink or Gold Coin Yellowish, slight pink, dark blood red blotch on lower petals. Blooms open all to one side at least six blooms open at one time. Very catchy extra good bulblet producer. All bulblets produced bulbs in 1922, and two bulblets showed flowers in 1922. Was the choice of approximately 98% of 200 persons who had seen it in the field when in full bloom, and was offered \$5.00 per bulb in the field. This one will replace the very best Gladiolus on the market by 1926 for catchy colors. 50% better than Mrs. Frank Pendleton. Strong straight spike, with double bloom spike.

This variety consists of one large bulb 1½ inch. 75 bulbs ¾ inch and over, and 900 bulblets. This one should multiply at least 40 to 1. By 1926 we can guarantee at least 500,000 bulbs from this strain and bulblets in proportion, which should be not less than 5,000,000.

### OFFER NO. 2

#### Earliest White Seedling No. 51

##### Description

Best White ever seen. Blooms open around spike, same as a Lilly. Blooms very large about 4 inches in diameter. A little lavender on lower petals, (Fringed and cut out petals). A new shape and type by itself. When open first bloom faces to the south, the second to the west, third to the east, fourth to the west, fifth to the north and sixth to the south west, etc.

It consists of 18 bloom buds, all opened in full to the very last. It also has a double bloom spike. This one will make an excellent Restaurant type, experts pronounced it the very best White ever seen. Petals stay white at all times, and do not change into another color after being opened up.

This variety consists of one large bulb 1½ inch, 2 small bulbs and 58 bulblets.

A REAL fortune can be made with this one in a few years, if you get the output.

One Gladiolus breeder has offered for sale single bulbs at \$1000 each, for a fringed and cut-out petal in an Old Rose color. This one is White and you get the output and full control. The greatest novelty of the twentieth century.

### OFFER NO. 3

#### No. 13 G. 25 G. 42 Seedling

##### Description

Extra dark red, at least two weeks earlier than War. Grown from ½ inch bulb, in 1922 it produced a long straight spike with 14 bloom buds.

On exhibition at Sheboygan Wis., was the choice of 98% of all who had seen it among 25 varieties, same exhibit taking place on August 10th, to 15th, 1922.

##### One Bulb 1¼ inch and 30 Bulblets

Whoever gets the output of this Gladiolus will surely have a winner. In fact all three that we are willing to dispose of are the very best of 961 seedlings that are now being grown by us.

We are offering you the cream of many years of labor. If you are looking for a future here is your chance.

P. S.—We can make arrangements to grow these for you at least two years and even longer, or we will give you the best advice how to increase them very rapidly, only a secret of Mr. Rugowski's. The secret alone is worth more than you are liable to pay for the output of any one variety.

Send in your bid today, tomorrow you may be too late.